## ABSTRACT

A method and system for determining a personalized ratee reputation of a first entity from a perspective of a second entity, where the determined ratee reputation is weighted according to a distance of a shortest reputation path between the first and second entities. For a population of entities, a personalized ratee reputation of a first entity from the perspective of a second entity is determined. The second entity is connected by one or more rating paths to the first entity, where a rating path comprises one or more rating links. Each rating link defines a rating of a rated entity provided by a rating entity, and each rating path has a length defined as a number of rating links comprised in the path. Each entity comprised on one of the rating paths has a level defined as a number of rating links between the entity and the second entity. A breadth-first search is performed, beginning at the second entity, to determine, from the one or more rating paths, one or more first rating paths that have a first length equal to a shortest length between the first entity and the second entity. For each determined first rating path, a third entity on the first rating path that has a level equal to one less than the first length is identified. For each identified third entity, a first rating of the first entity provided by the third entity determined, and the first ratings are combined. The personalized ratee reputation is then produced by weighting the combined first ratings by an amount according to the first length.